

**Pihera, Michele**

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**From:** Phillip Dienstag <pdienstag@ring.com>  
**Sent:** Monday, September 24, 2018 6:30 PM  
**To:** Adams, Thomas P. (Police)  
**Cc:** Stone, Larry  
**Subject:** Re: Ring + Gwinnett County Police Department  
**Attachments:** Gwinnett County MOU.docx; Screen Shot 2018-09-24 at 3.29.09 PM.png; Screen Shot 2018-09-24 at 3.29.21 PM.png

**CAUTION:** This email originated from outside of Gwinnett County Government. Maintain caution when opening external links/attachments.

Thank you for taking the time to sit through the webinar today. It would be an unbelievable accomplishment to have Gwinnett County Police Department using the Neighbors Portal. Attached, I have added the MOU to be reviewed by Legal and a screenshot of your active camera map. If you need anything else please let me know.

Best,  
Phil Dienstag



1523 26th St  
Santa Monica, CA 90404  
203-610-1178  
[phil@ring.com](mailto:phil@ring.com)

LAPD Crime Study: [Ring Partners with LAPD to Reduce Crime in Wilshire Park](#)  
Shark Tank: [Shark Tank's Biggest Company](#) (password: [REDACTED])  
LA Times: [Ring modernized the doorbell, then went to war against crime](#)  
USA Today: [Police say crime drops with video doorbell](#)

On Mon, Sep 24, 2018 at 10:50 AM Phillip Dienstag <[pdienstag@ring.com](mailto:pdienstag@ring.com)> wrote:  
Sending the uber conference invite now.

Phil Dienstag

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September 24, 2018

### **Ring wants to help reduce crime and increase safety in Gwinnett County, GA**

Ring is excited to propose a solution to Gwinnett to help reduce crime and assist with investigations in your community.

#### **Program Description**

This program will provide Gwinnett access to the Ring Neighborhoods platform to communicate with Ring Neighbors and encourage community engagement as we work together to make Gwinnett County neighborhoods safer.

- The Ring Neighborhoods platform is a digital neighborhood watch that both law enforcement and the public can access free of charge by downloading the Ring mobile app (iOS and Android).
- The app allows Ring Neighbors to share and comment on real time crime and safety events in their neighborhood.
- As part of the program, Gwinnett may:
  - Utilize the critical crime and safety events that are posted in the app by neighbors to assist in law enforcement operations and investigations; and
  - Post information relating to critical incidents and other incidents in the app to keep neighbors informed regarding issues in their neighborhoods.
- In addition, Gwinnett and Ring may work together to offer subsidized Ring cameras to select parts of Gwinnett County.

#### **Responsibilities**

##### **Ring**

- Make the Ring App available to Gwinnett County residents free of charge.
- Donate Ring cameras to Gwinnett or area of Gwinnett County based on the number of qualifying downloads of the app that result from the program. Each qualifying download will count as \$10 towards these free Ring cameras. Ring will seed the program with an initial donation of 80 Ring cameras.
- Make the Ring Neighborhoods portal available to Gwinnett, free of charge, including support and training for Gwinnett employees.
- Work with Gwinnett to obtain data/call logs and publish the relevant incidents in the app based on terms agreed to with Gwinnett.
- As appropriate, subsidize the purchase of Ring cameras by Gwinnett County residents as part of a formal subsidy program.

##### **Gwinnett**

- Engage the Gwinnett County community with outreach efforts on the platform to encourage

adoption of the platform/app.

- Choose how the free Ring cameras should be distributed. There are two options.
  - Cameras will be donated directly to Gwinnett. Gwinnett will in turn distribute these cameras to the community as part of its outreach programs.
  - Ring will directly distribute these cameras to the local community, with input from Gwinnett.
- Maintain appropriate access controls for Gwinnett personnel to use the Ring Neighborhood Police portal.
- Make data related to Gwinnett incidents/call logs available to Ring on a mutually agreed upon basis.
- Have the option, but not obligation, to participate in a subsidized camera program.

#### **Term**

Gwinnett's participation in the program shall commence upon Gwinnett's acceptance of these program terms. Either party may terminate Gwinnett's participation in the program at any time upon providing written notice to the other party. The Ring Neighborhoods Portal will be available to Gwinnett in the next 60 days.

#### **Press Release**

The parties shall agree to a joint press release to be mutually agreed upon by the parties.

#### **Privacy and Terms of Use**

Ring will not provide any customer personal information, including video footage, to Gwinnett without the prior consent of the owner or a properly issued subpoena or search warrant, as applicable. Gwinnett agrees not to use the Ring Neighborhoods Police Portal other than as expressly authorized by Ring and other than in connection with bona fide Gwinnett work. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all uses of the Ring app and Neighborhoods Police Portal.

#### **Compensation**

At no point shall either party receive compensation from each other as a result of this program.

#### **Confidentiality**

Unless otherwise required by law, Gwinnett shall keep the terms of this program confidential.

RING LLC

Date: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Gwinnett  
Program Sponsor

Date: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_







